

TO: Region Operations Managers
Promotion Coordinators

FROM: Chris Minner

DATE: October 15, 1997

SUBJECT: 1998 Promotion Planning Systems Information

Objective: To provide information concerning BPE system enhancements for planning second quarter 1998 promotions.

Purpose: Facilitate the 1998 allocation process and streamline SKU administration. Information concerning planning for 1998 promotions is contained within the attachments within this FSC letter. The contents of each attachment is outlined below.

System enhancements for this new planning process will be available October 20. File designations are attached and are as follows:

STUBPLAN - describes in detail the conceptual differences in planning for second quarter 1998 as compared to the current model methodology.

BPESTUBD - detailed documentation for each new BPE function.

97134DF - a brief overview of the 1998 promotional allocations system.

97135DF - describe the timelines associated with 1998 planning. Please review to insure planning is complete for second quarter promotion execution.

97136DF - outlines the promotion planning steps for KAM's, AM's, and SR's when using the planning worksheets that will be generated at the ROU. The planning worksheets are the same generated for 1997 planning except they are generated from the new "STUB" BPE section.

DIVMETH2 - a power point presentation that explains the model methodology to sales reps.

As information, the 97134DF, 97135DF, 97136DF, and DIVMETH2 files have been given to the RSM's and RBM's at the national meeting in Winston-Salem.

Please review this information and adhere to the timelines in the attached material.

Program Contact: Chris Minner , extension #1642

R. J. REYNOLDS TOBACCO COMPANY

51853 5467